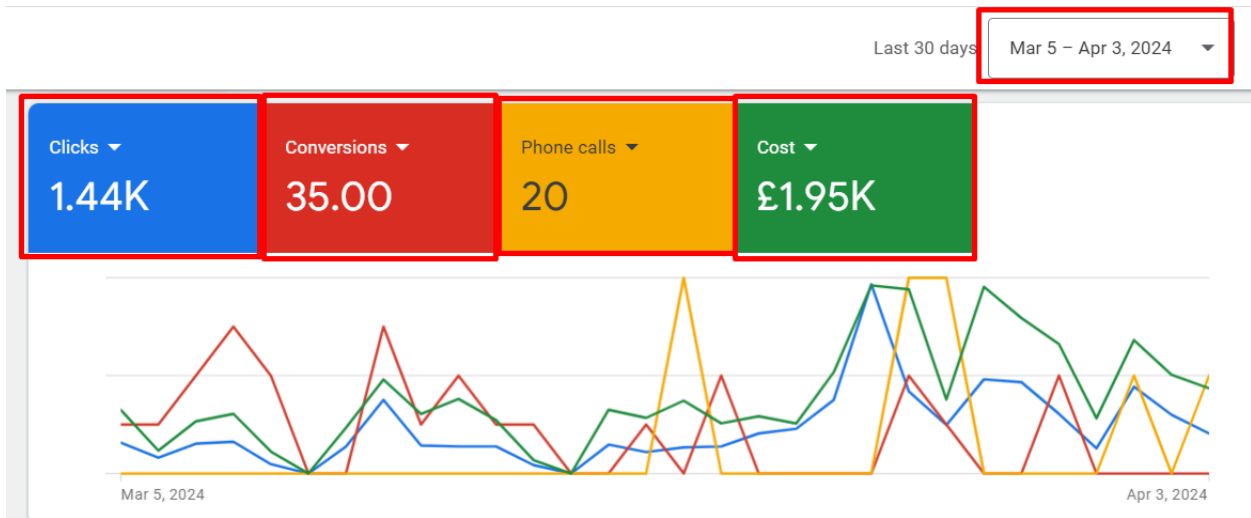


Case study: How we bring monthly 35 appointments and 20 calls from zero leads for droitwichkneeclinic.co.uk (A knee and physiotherapy clinic in UK)

The results we bring:



For the 1st month of ads we spent 2000 GBP and our client got 35 appointments on calendly and 20 calls. From those calls he got another 16 appointments. And his slot for April and May is booked.

We got near about 20.82% of conversion rates. And from booking he initially generated 51*250= 12,750 GBP revenue by spending 2000 GBP in 34 days. So the ROAS is 6.38x.

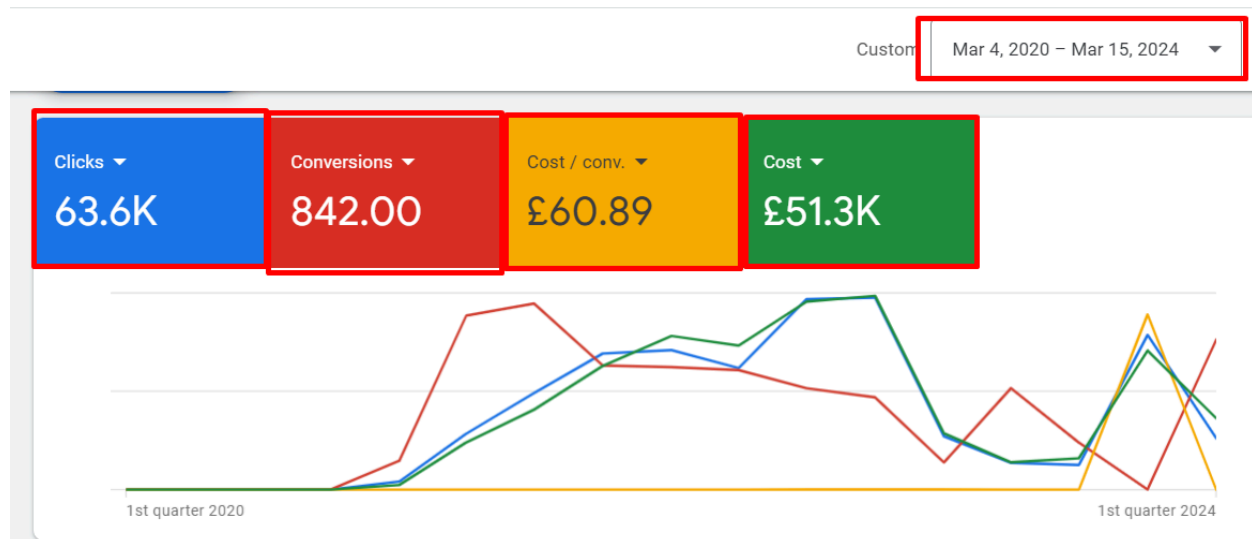
Our client has a good amount of conversion from the smart campaigns call ads.

Start time	Duration (seconds)	Caller country code	Caller area code	Caller phone number	Recording	Status	Call source	Call type
Mar 20, 2024, 12:00:00 PM	114	44	07874	[REDACTED]	-	Received	Ad	Mobile click-to-call
Mar 20, 2024, 12:00:00 PM	114	44	07874	+4 [REDACTED]	-	Received	Ad	Mobile click-to-call
Mar 26, 2024, 2:00:00 PM	91	44	07973	+4 [REDACTED]	-	Received	Ad	Mobile click-to-call
Mar 26, 2024, 9:00:00 AM	6	44		[REDACTED]	-	Received	Website	Mobile click-to-call

Phone number	↓ Date and time	Duration
+44 [REDACTED] nown	Apr 3, 2024 4:04 PM	2 min, 53 sec
Unknown • United Kingdom	Mar 27, 2024 1:26 PM	7 sec
+44 [REDACTED] n	Mar 27, 2024 9:05 AM	3 min, 19 sec

The Story Behind the success

When we start our journey with Droitwich Knee Clinic we start our work by analyzing their current situation of ads. For example how much they spent on google ads and the leads and call they are getting. After seeing the number of spent and leads we were shocked by seeing the number of leads.

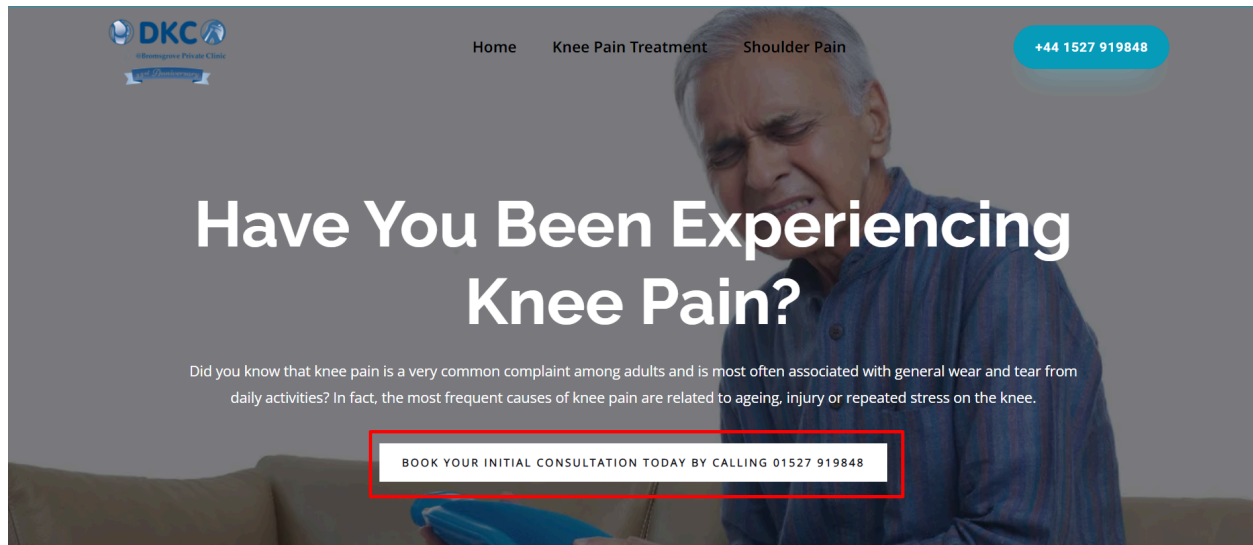


They spent nearly 51,300 GBP from December 2020 to February 2024. And get 842 total conversions with an average cost of conversion was 60.89 GBP. This is a very good outcome in this medical industry.

Then we communicate with the client and ask about the problems why they changed the previous agency?

The client answered that he gets on an average 5-6 appointments in a month. By hearing that we were totally shocked, how is it possible?

Then we go back to the website and Google ads and check their conversion tracking system.



On their ads landing page they define Google when someone clicks on the CTA button it should count as a conversion. Also, the button did not have the function to trigger any app for calling. Users have to copy and paste the number by seeing it or clicking on it. So users keep pressing on the button and could not make any action from that CTA button. As a result after running the ads when people just randomly clicked on that button they counted as a lead and Google started building an audience database based on their behavior. For the long run Google failed to build the audiences and was not able to reach the proper audience. That's why our client got only 5-6 appointments in a month.

Also, our client was using a complex appointment booking system. The booking system booked the appointment on their own page and there was no option to redirect to the thank you page and it is very crucial to define google how they should count a lead. So on this appointment software we were not able to do any tracking.

Another problem was the previous agency using the performance max campaigns as our client served in local areas and had a limited monthly budget that is 2000 GBP. It is very difficult for Google to give potential results within this small daily budget.

So how we start our journey

At 1st, we communicate with our client and try to understand their client buying journey and what is the objective of our client from Google ads.

Our client says he has 4 concerns regarding the appointment.

Book appointment on his dedicated slot in a particular time frame.

Collect payment from the client during the appointment.

Collect all information of clients regarding their problem during appointment booking.

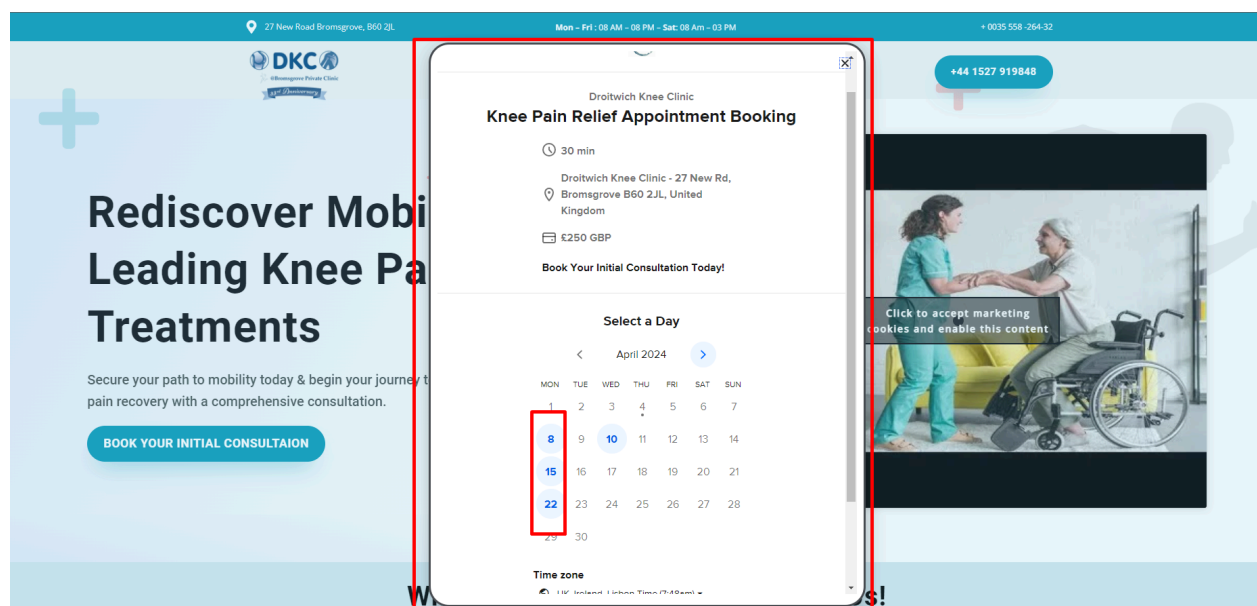
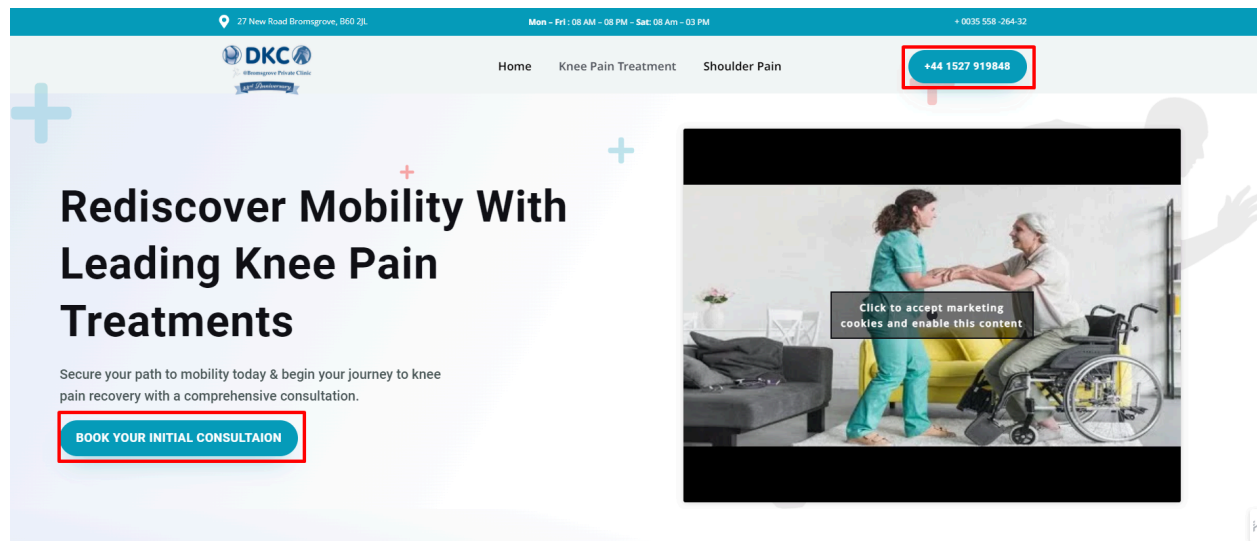
Lastly, he wants to see all appointments in one platform that can easily be managed.

After realizing our client's concern we identified Calendly is one of the best options for filling up all his needs.

Also, we have to work on the landing page to make it more user friendly. For example when people click on the booking button rather than going to another page if the booking system of calendly pop up it will drive better user experience.

Although, calendly has a great option for defining the conversion tracking to Google ads.

So, we start our work from building the landing page.



That's how our landing page looked like.

Rediscover Mobility With Leading Knee Pain Treatments

Secure your path to mobility today & begin your journey to knee pain recovery with a comprehensive consultation.

BOOK YOUR INITIAL CONSULTATION

Google Tag Assistant Legacy

This extension is no longer supported. Use the new [Tag Assistant](#) and its companion extension for troubleshooting.

Result of Tag Analysis 6 In total

- 3. Google Ads Remarketing Tag 1042155977
- 4. Google Tag Manager GTM-543R2BJZ
- 5. Google Tag Manager GTM-543R2BJZ
- 6. Website Call Metrics

Where to optimize

Additional permissions requested

27 New Road Bromsgrove, B60 7JL

Mon - Fri: 08 AM - 08 PM - Sat: 08 AM - 03 PM

DKC Birmingham Private Clinic

Home Knee Pain Treatment Shoulder Pain

Thank You

Google Tag Assistant Legacy

This extension is no longer supported. Use the new [Tag Assistant](#) and its companion extension for troubleshooting.

Result of Tag Analysis 7 In total

- 3. Google Ads Conversion Tracking 1042155977
- 4. Google Ads Conversion Tracking 1042155977
- 5. Google Ads Remarketing Tag 1042155977
- 6. Google Tag Manager GTM-543R2BJZ
- 7. Website Call Metrics

Additional permissions requested

Check if other extensions are blocking tags [Allow](#) [Later](#)

And we properly define our goals for Google ads.

In the meantime we list down the ads competitors and download their ads copy. Then start optimizing the ads landing page, ads title and ads meta description.

We plan 2 campaigns that work best for local businesses specifically serving in local radius.

Google Dynamic Search Ads on Google Search Network
Google MAP Ads via Google Business Profile

Reason behind choosing these 2 types of ads

Google dynamic search ads are the best option for getting leads and appointments, Because people who are looking for knee treatment and pain relief are searching on Google. So they have buying intentions.

On the other hand, Google MAP ads are the best option for getting calls from audiences who are searching for local clinics in their nearby places.

So, the combination of 2 types of campaigns are a very killer combination for getting quick appointments, booking and calls.

After 2 days of launching the ads we got our 1st appointment. And then the magic happened. For the last month of ads we spent 2000 GBP and our client got 35 appointments on calendly and 20 calls. From those calls he got another 16 appointments. And his slot for April and May is booked.

We got near about 20.82% of conversion rates. And from booking he initially generated $51 \times 250 = 12,750$ GBP revenue by spending 2000 GBP in 34 days. So the ROAS is 6.38x.

Also, the fee was for the 1st appointment and he will earn more from the patient in the long run.